



NO NEWS IS BAD NEWS

Ads In News And Other Types Of Content


M/GNA Disney

SEVERAL YEARS AGO, THE NEED FOR BRAND SAFETY SHOOK THE INDUSTRY

CNN BUSINESS Markets Tech Media Success Video

These ads ran before ISIS videos

by Laurie Segall @LaurieSegallCNN
11 hours 3, 2016 1:00 PM ET



Beer, deodorant ads run before ISIS videos

Jennifer Aniston lauds the benefits of Aveeno, Bud Light shows off beer at a concert, and Secret sells its freshly scented deodorant. Pretty standard commercials, but what's different is the content that comes after. In this case, they're all followed by ISIS and jihadi videos.

Terrorism analyst Mubin Shaikh said one video is part of an ongoing propaganda series that ISIS produces and another is a jihadi-themed video.

Video sites like YouTube sell ad time to companies, and the ads get automatically inserted before the videos play. Advertisers don't directly control where their ads are placed although they can specify the demographics they'd like to target.

"From a contract perspective, these corporations that are paying lots of money to get YouTube clicks may not be that pleased when they find out that their video is placed right before an ISIS recruitment video," legal analyst Danny Cevallos said.

Though some videos may not violate YouTube's policy against inciting violence, they might not be appropriate for advertising.

It's almost impossible to know how many companies' ads have run before videos like this, but at

MARKETING DIVE Deep Dive Library Events

Mobile Creative Social Media Video Agencies Analytics Apps Influencer Marketing

Controversy of the Year: Brand Safety

Some digital marketing practitioners — both legitimate and underground — have played fast and loose with brands' reputations for years. In 2017, the day of reckoning arrived.

Published Dec. 4, 2017

Chantal Tode
Lead Editor

QUICK FACTS

Brand Safety

In the hot seat:
72% of CMOs feel pressure from brand safety issues

The fuse:
YouTube lost 5% of advertisers in April due to brand safety concern

The bottom line:
77% of brand marketers believe brand safety impacts ROI

Taking action:
91% of digital marketers are implementing or planning brand-safe strategies

This year, for the first time, some of the world's biggest advertisers fully grasped just how little control they have over their brands once they've been unleashed into the digital media ecosystem. Brand safety is about more than ads on YouTube showing up next to content spewing hate speech and violence, although McDonald's, L'Oréal and others realized earlier this year that such ad placement is a widespread problem.


Brand Safety Issues Are Widespread

Advertisers feel they're exposed to a range of potentially damaging content

Article by Rahul Chhabra | Jan 31, 2018

Keeping an eye out for threats to brand safety is now a well-entrenched aspect of any marketer's portfolio.

New research from GumGum and Digiday reveals that more than two-thirds of US marketers polled in November 2017 said their brands—or brands they worked with—had been exposed to a brand safety issue at least once. And more than half had suffered from a brand safety threat more than once.



Frequency with Which Their Brand* Has Been Exposed to Brand Safety Issues According to US Marketers, Nov 2017
% of respondents

Frequency	% of respondents
Never	33%
Once	15%
A few times	43%
Regularly	9%


Note: includes agencies, brands and digital publishers; *or their clients
Source: GumGum, "The New Brand Safety Crisis" conducted by Custom (a Digiday Media Agency), Jan. 25, 2018
235013
www.eMarketer.com

The top types of brand-unsafe content that marketers said they or their brands had been exposed to were disaster/terrorism (30%), divisive politics

CNN BUSINESS Markets Tech Media Success Video

Exclusive: YouTube ran ads from hundreds of brands on extremist channels

by Paul P. Murphy, Kaja Yureff and Gianluca Mezzofiore @CNNTech
11 April 20, 2018 1:04 PM ET



Meet the CEOs who decide what you see online

Ads from over 300 companies and organizations -- including tech giants, major retailers, newspapers and government agencies -- ran on YouTube channels promoting white nationalists, Nazis, pedophilia, conspiracy theories and North Korean propaganda, a CNN investigation has found.

Companies such as Adidas (ADIDAS), Amazon (AMZN), Cisco (CSCO), Facebook (FB), Herdrey (HSD), Hilton (HLT), Linde, Modis, Netflix (NFLX), Nordstrom (JWN) and Under Armour (UA) may have unknowingly helped finance some of these channels via the advertisements they paid for on Google-owned YouTube (GOOGL).

US tax dollars may have gone to the channels, too. Ads from five US government agencies, such as the Department of Transportation and Centers for Disease Control, appeared on the channels.

Many of the companies that responded to CNN said they were unaware their ads had been placed on these channels and were investigating how they ended up there. Fuller responses

AND FOR GOOD REASON



**BUT,
SHOULD BRAND
SAFETY CONCERNS
EXTEND TO
QUALITY NEWS?**

PEOPLE SAY...

They like brands more when
they advertise in the news*



BUT...

How do they actually
respond to ads in news?

OUR MISSION

A woman in a brown blazer and white shirt is reading a newspaper. The newspaper has a headline that says "Covid-19 deciding". The background is a blurred outdoor setting with a railing.

01

Uncover the true impact of
advertising within news

02

Define guardrails for
advertising within news

METHODOLOGY

// Experimental Design //



RECRUITED MOBILE USERS

Participants recruited from a nationally representative mobile panel

n=4,892



RANDOMIZATION

Participants randomized into exposed and control groups

Exposed: Brand Ad

Clean Control: Ad for non-competitive brand



EXPERIENCE

Initial survey with demographic questions

Participants watch a video or view an article of their choice on their assigned platform. Appropriate ads served based on test or control group



BRAND LIFT

Post-exposure survey to measure impact on traditional branding metrics and to obtain qualitative feedback

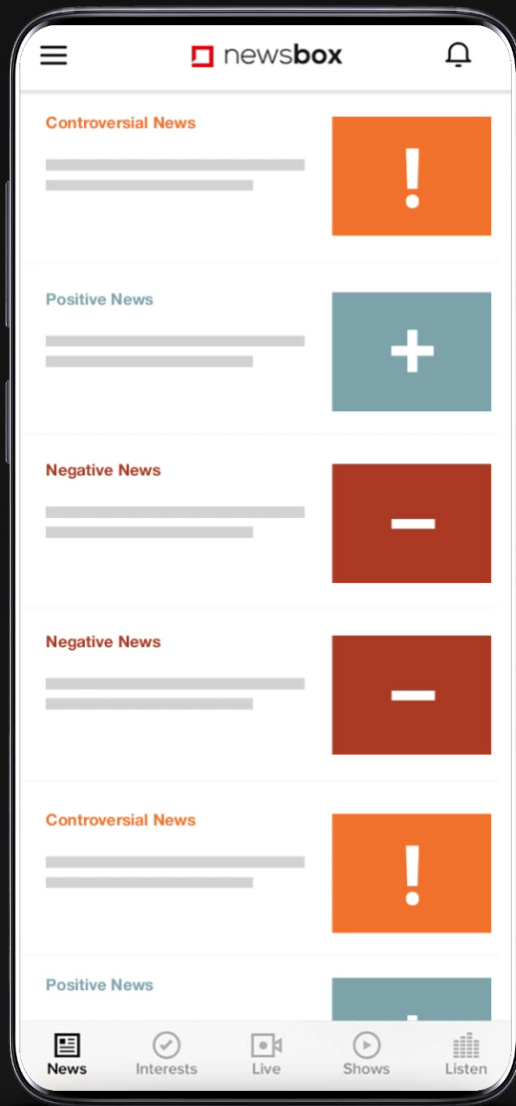
EXTENSIVE SCOPE

Variables tested...

Content Genres	News Genres	Platforms
News Non-News (content by premium publishers and user generated content)	Entertainment Sports Human Interest Race & Culture* Politics Hard News**	News Websites (ABC News, ESPN, GMA, 2 other mainstream news sources) Leading Social Media (News & Non-News) Video Aggregator (Non-News)
Ad Formats	Brand Verticals	Creative Strategies
Pre-Roll Video Display	Finance Food (Restaurant) Fashion	Product Focused Perception Focused

*Race and Culture: News which includes ideas, behaviors, beliefs, and traditions shared by people from different backgrounds

**Hard News: Hard news is typically used to refer to topics that are usually timely, important and consequential, such as the pandemic, international affairs and business news

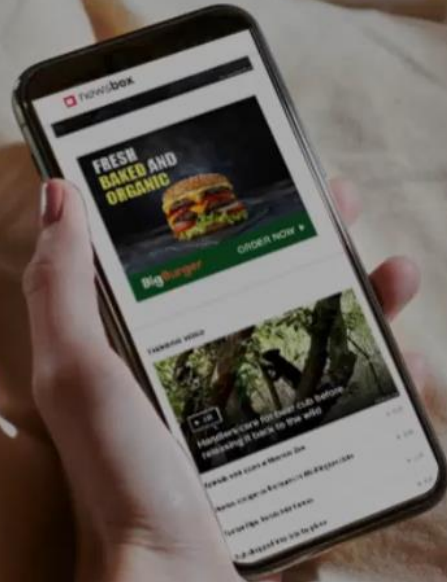


EXTENSIVE SCOPE

Fresh news content, regularly updated



THE TRUTH



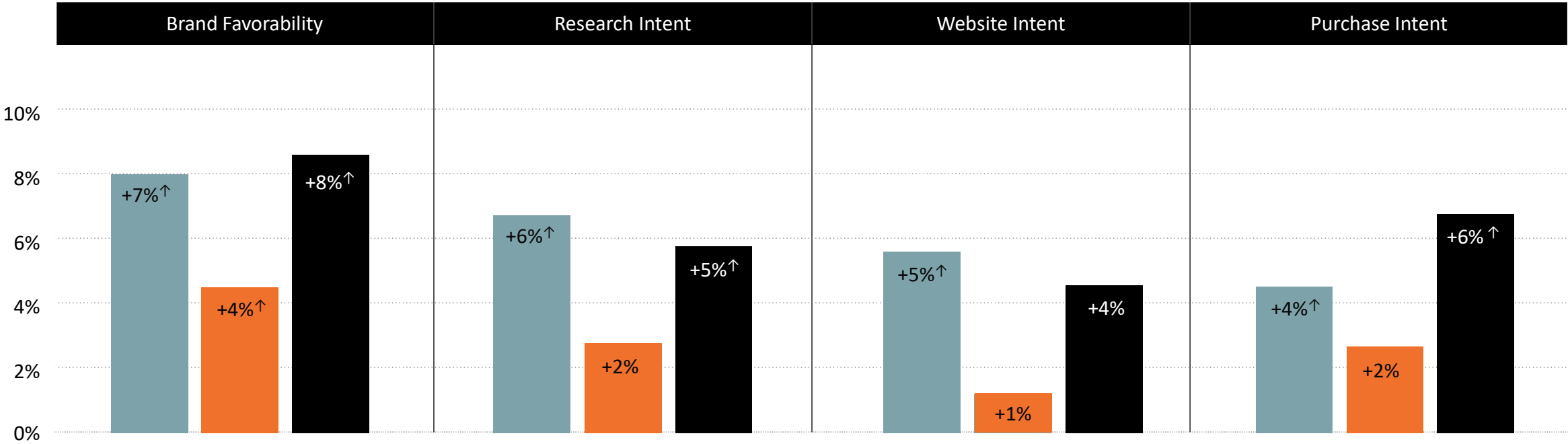
SECTION 1

The Truth About
Ads In News

ADS IN NEWS WORK JUST AS WELL AS IN NON-NEWS

Impact of Ads by Platform | Delta (Exposed – Control)

News on Publisher Websites News on Social Media Non-News on Video Aggregator



IN FACT, ADS WORK IN ALL TYPES OF NEWS

Impact of Ad by News Genre

Delta (Exposed – Control)

	Entertainment	Sports	Human Interest	Race & Culture	Politics	Hard News
Brand Favorability	+4%↑↑	+8%↑	+5%↑	+7%↑	+5%↑	+6%↑
Research Intent	+5%↑	+1%	+6%↑	+5%↑	+2%	+3%
Purchase Intent	+6%↑	+2%	+3%	+7%↑	-1%	+4%↑

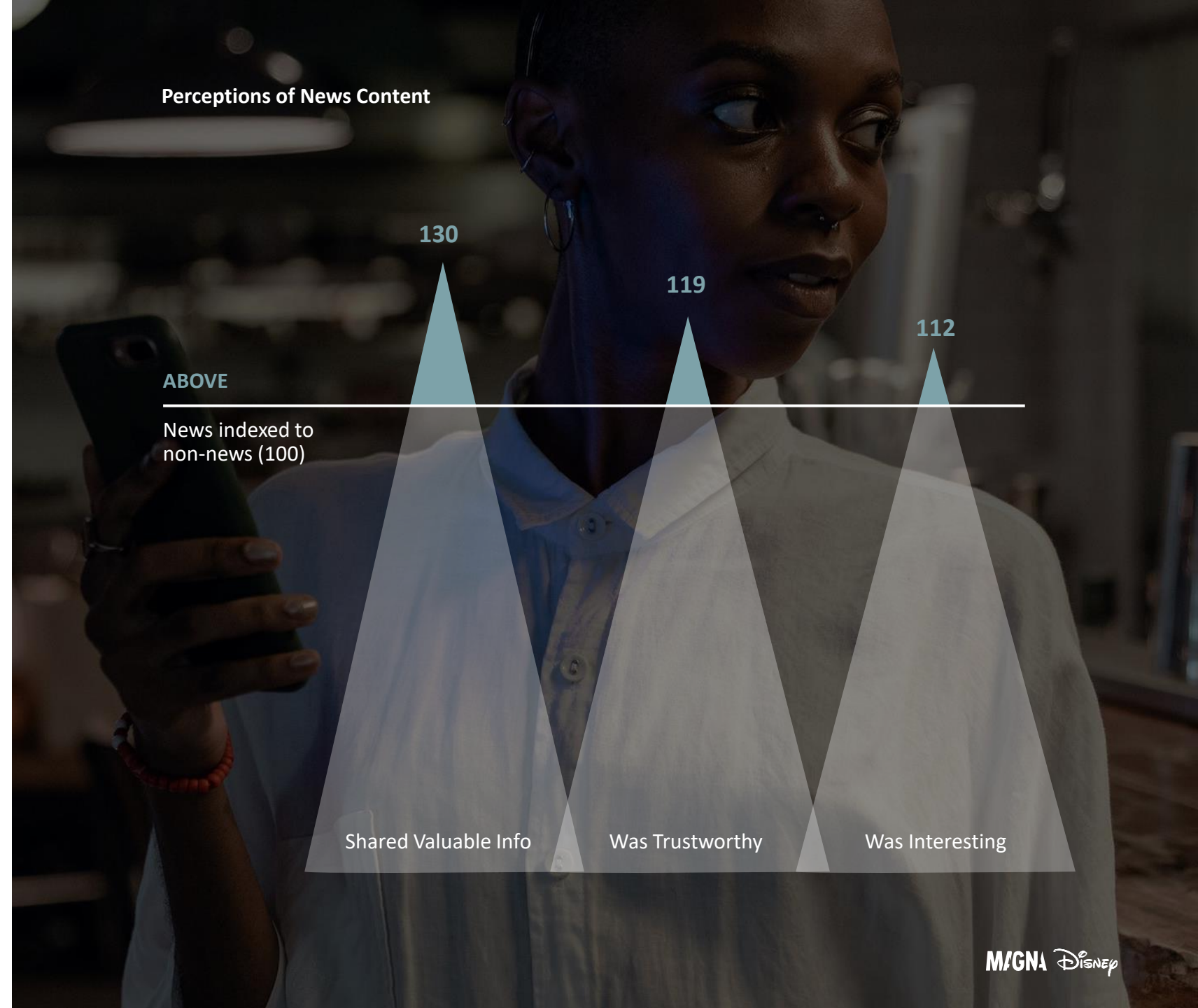
Entertainment, Exposed n=613, Control n=613; Sports, Exposed n=633, Control n=633; Human Interest, Exposed n=594, Control n=594; Race & Culture, Exposed n=587, Control n=587; Politics, Exposed n=933, Control n=933; Hard News, Exposed n=921, Control n=921

↑ = significant difference between exposed and control groups at >=90% confidence

↑↑ = significant difference between exposed and control groups at >=80% confidence

NEWS CONTENT IS UNIQUELY VALUED AND TRUSTED

The news also piques
people's interest above and
beyond non-news content



POSITIVE OPINIONS OF NEWS CONTENT AID AD PERCEPTIONS

Ads that appear in news are perceived as having more valuable information and are more trustworthy than when appearing in non-news

Perceptions of Ads in News |
Delta (News – Non-News)

+9%[↑]

Open to seeing
at the time

+6%[↑]

Shared
valuable info

+8%[↑]

Ad felt
relevant to me

+4%[↑]

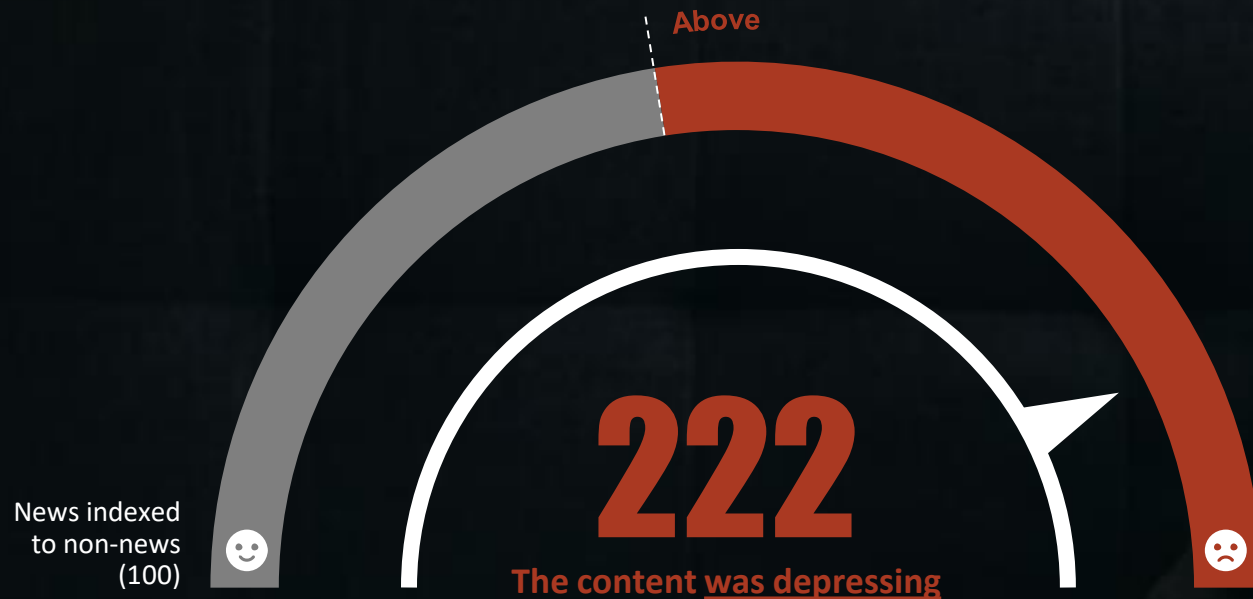
Trustworthy

Exposed only, News, n= 8563; Non-news, n=1221

↑= significant difference between exposed and control groups at >=90% confidence

NOT ALL NEWS IS “GOOD” NEWS, BUT EVEN NEWS PERCEIVED AS DEPRESSING DRIVES BRAND IMPACT

Perceptions of News Content



Impact of Ads in Depressing News | Delta (Exposed – Control)

Brand Favorability

+7%[↑]

Would Recommend Brand

+5%[↑]

All Audience: News, n= 4281; Non-news, n=611
Ads in depressing news: Exposed, n=877; Control, n=877

↑= significant difference between exposed and control groups at >=90% confidence

ON **ABC**, ADS IN DEPRESSING NEWS ENCOURAGE INTENT TO TAKE ACTION

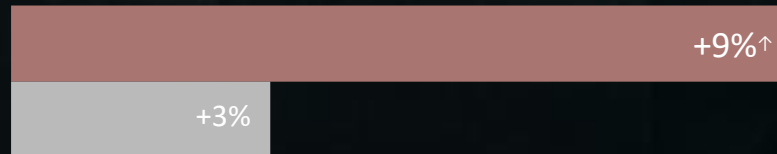
Impact of Ads in Depressing News by Platform | Delta (Exposed – Control)

● ABC News ● Other Popular News Sources

Purchase Intent

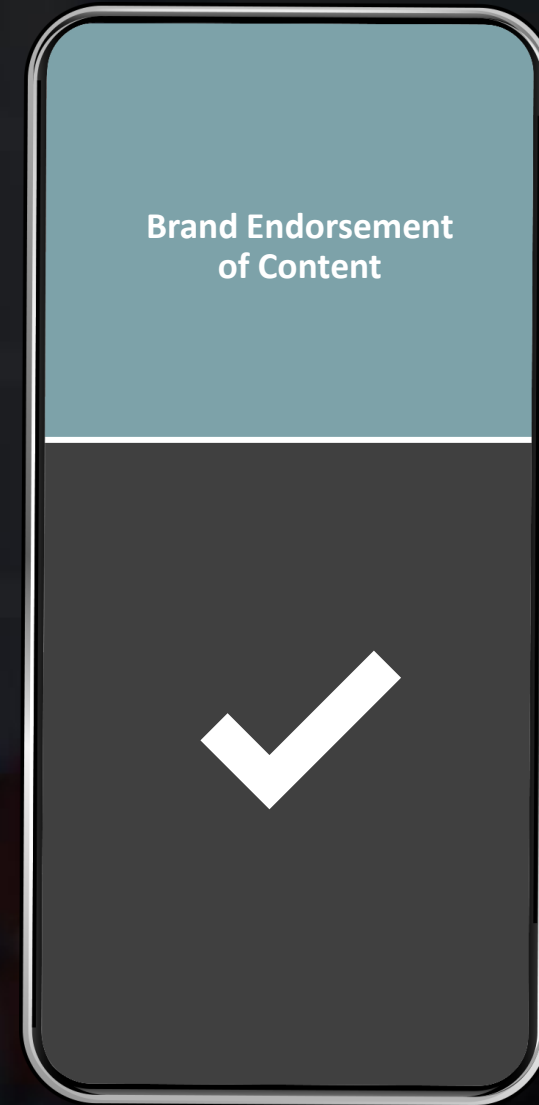


Would Recommend Brand



PEOPLE ARE MUCH LESS LIKELY TO THINK BRANDS ENDORSE CONTENT ON NEWS WEBSITES

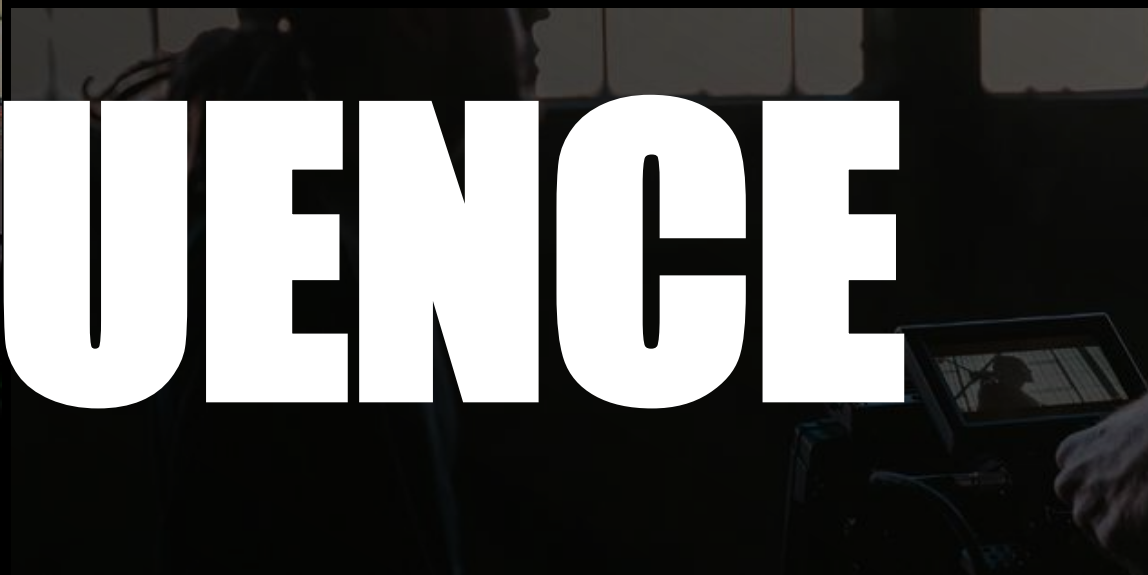
Perception of advertisers' endorsement of
content by platform



151

Video Aggregator Indexed
to News Website (100)

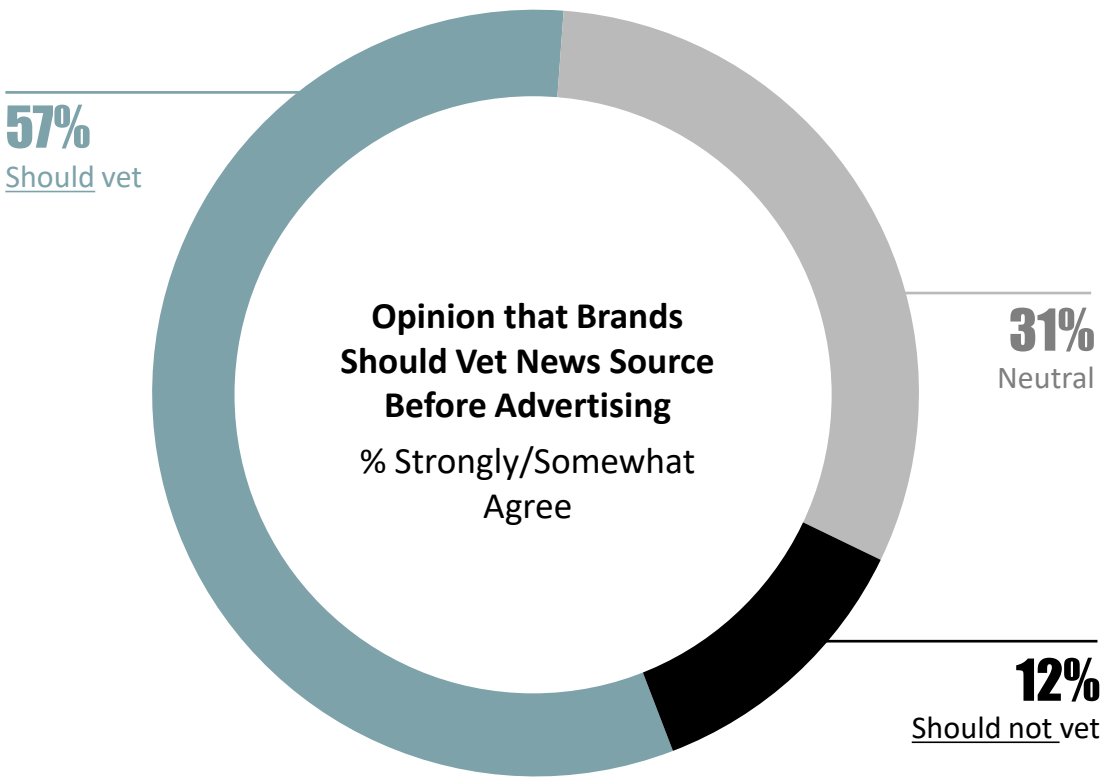
Exposed Only (video ad only): Video Aggregator, n=632; News Platforms, n=4920
Survey Q: In the video you just watched there was an ad by [brand]. How much do you
agree or disagree that [brand] endorsed the video



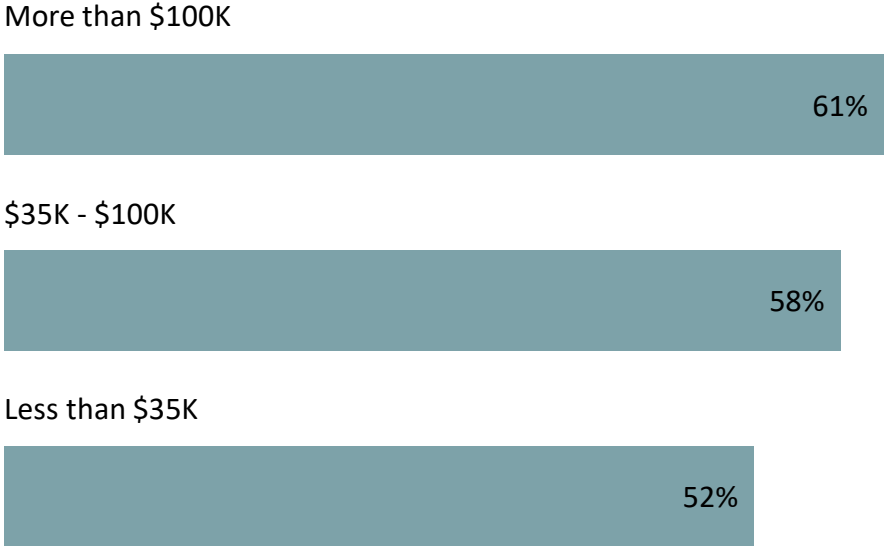
SECTION 2

The Influence Of
The News Source

CREDIBILITY OF THE NEWS SOURCE MATTERS – ESPECIALLY TO THE AFFLUENT



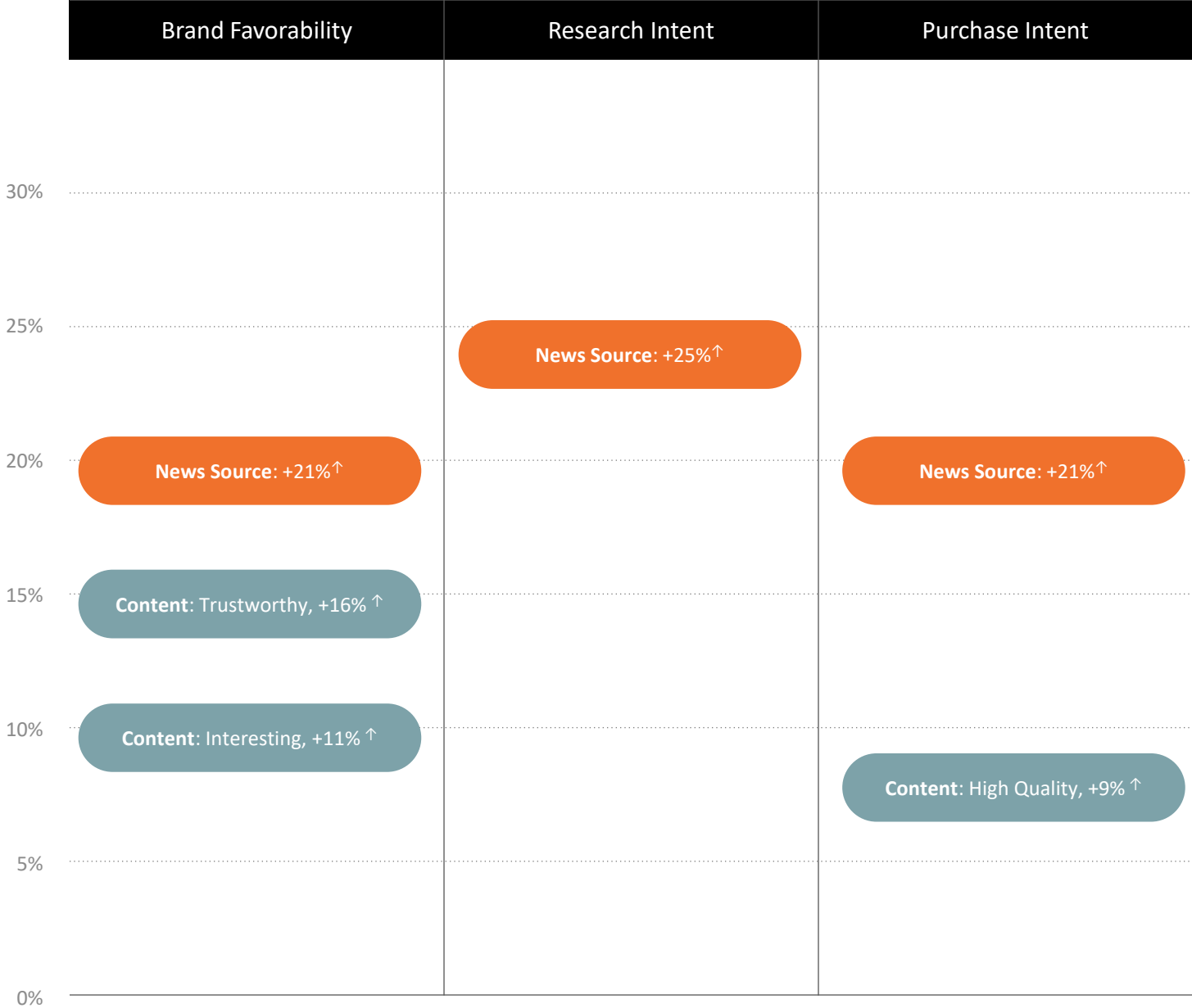
Results by Household Income | % Strongly/Somewhat Agree



THE NEWS SOURCE YOU RUN YOUR AD ON MATTERS MORE THAN THE NEWS CONTENT ITSELF

Impact of News Source & Content Perceptions on Brand Metrics

- News Source is... Trustworthy, High quality and Respected
- News Content was...



News Only (All kinds of news), n=3664
Survey Q: How would you rate these news websites on the following?
↑= Values were modelled using logistic regressions to determine the impact of website and content perceptions on brand metrics. All regression coefficients significant at >= 90% confidence.

IN SENSITIVE NEWS, SOURCE RELIABILITY IS PARTICULARLY KEY FOR DRIVING PURCHASE INTENT

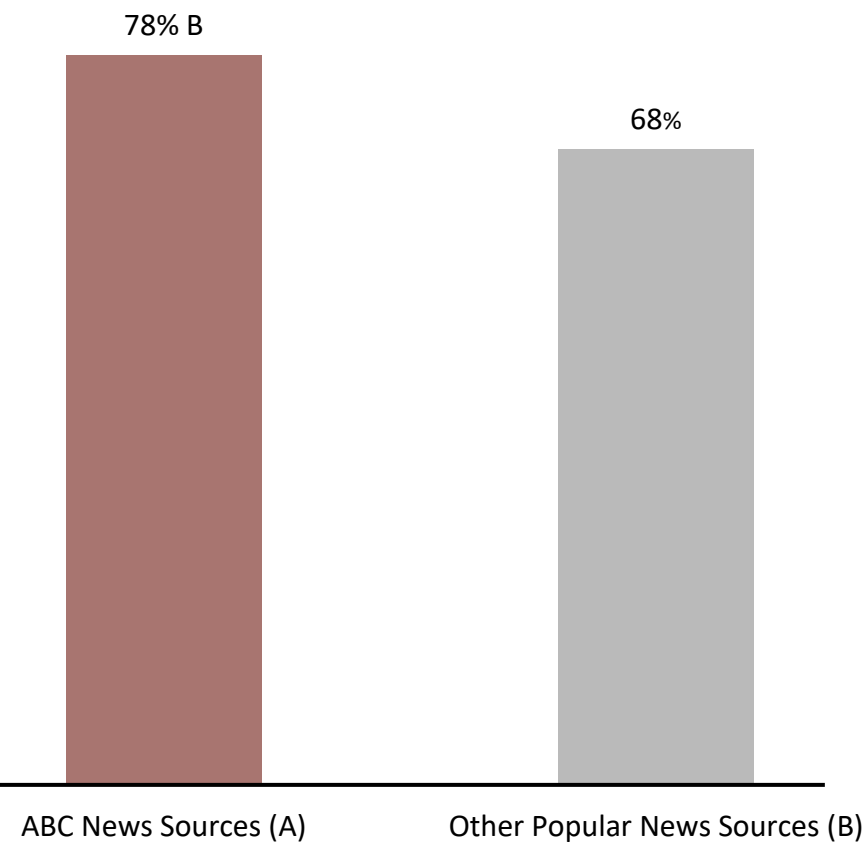
Drivers of Purchase Intent Across News Genres

	News Source is...	News Content was...	
	Trustworthy, High Quality & Respected	Interesting	Uplifting
Hard News	✓		
Politics	✓		
Race & Culture		✓	
Human Interest		✓	
Sports			✓
Entertainment			✓

In Human Interest and Race & Culture news, content that piques consumer interest fosters greater impact on purchase intent

TRUST IN ABC NEWS SOURCES IS PARTICULARLY HIGH

Trustworthiness by News Source | % Strongly or Somewhat Agree

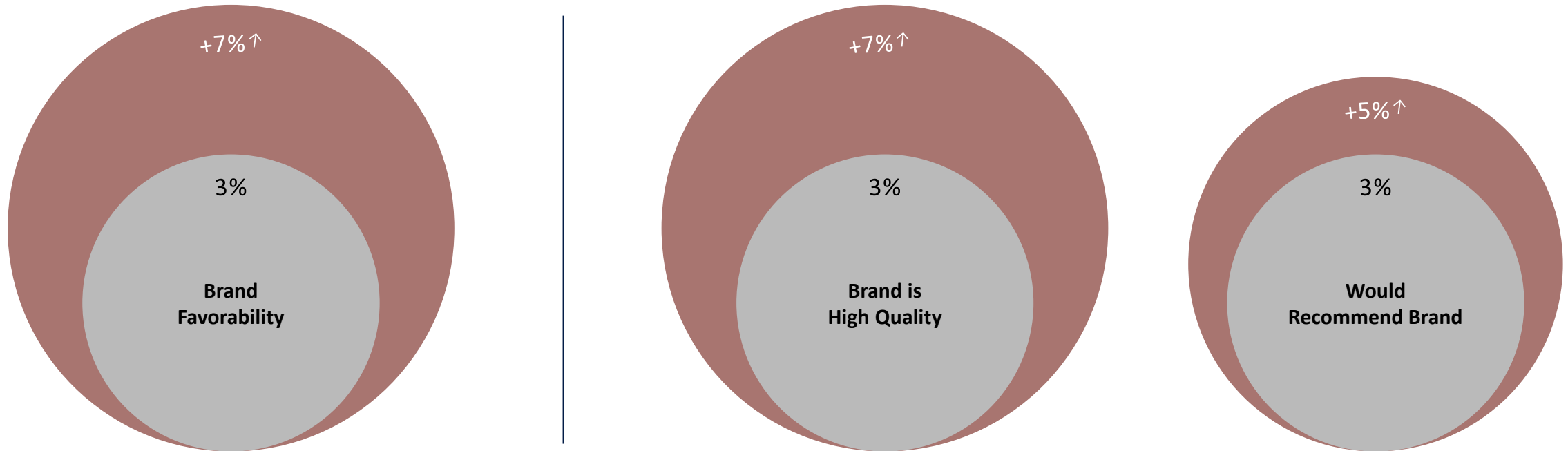


ABC news sources n= 3686; OTHER, Two other popular news sources n=1235
ABC news sources include ESPN, Good Morning America and ABC news
A/B= Statistical significance between ABC News and other news sources at >=90% confidence level.

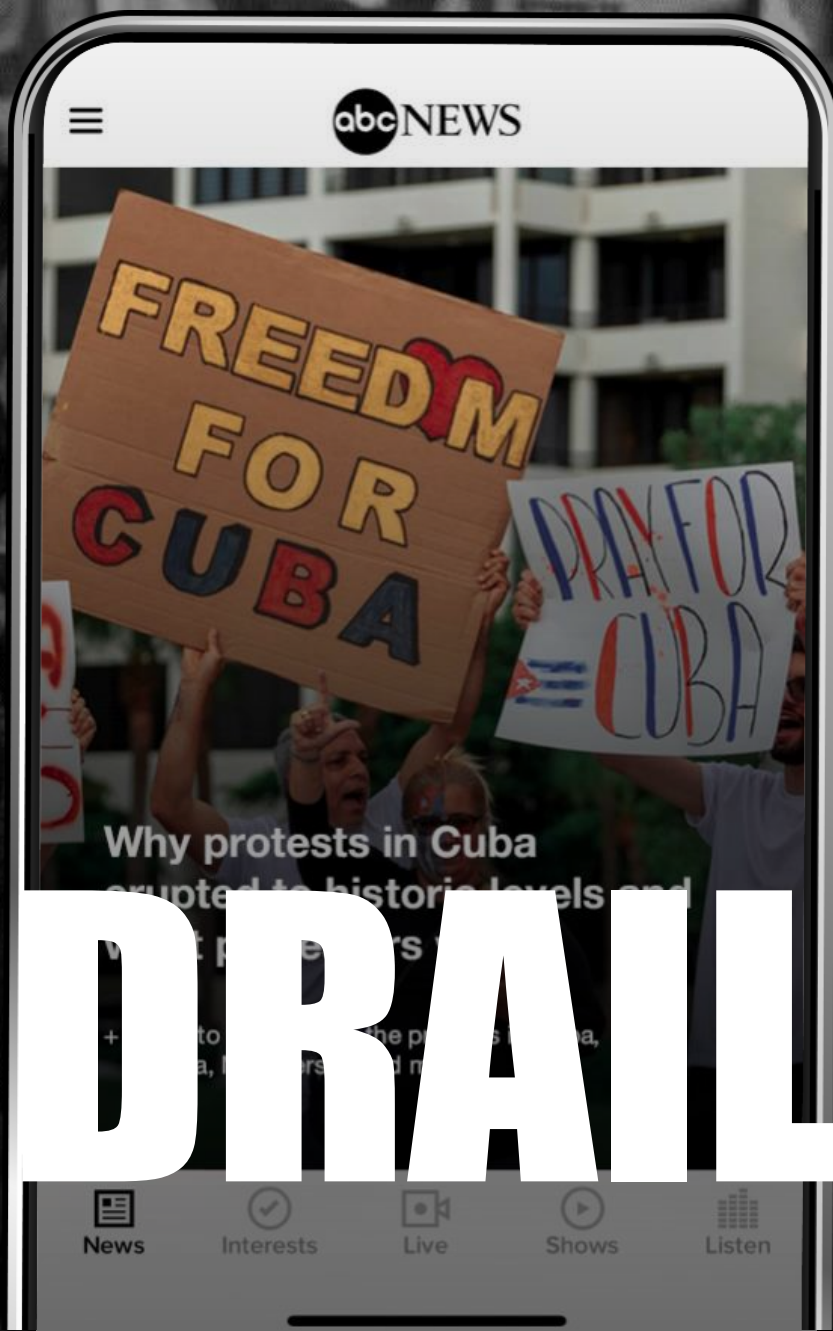
IN POLITICS & HARD NEWS, ADS OUTPERFORM ON ABC

Impact of Ads in Politics & Hard News by News Source | Delta (Exposed – Control)

● ABC News ● Other Popular News Sources



THE GUARDRAILS



SECTION 3

Guardrails For
Advertising In News

News: Sports & Entertainment



VS

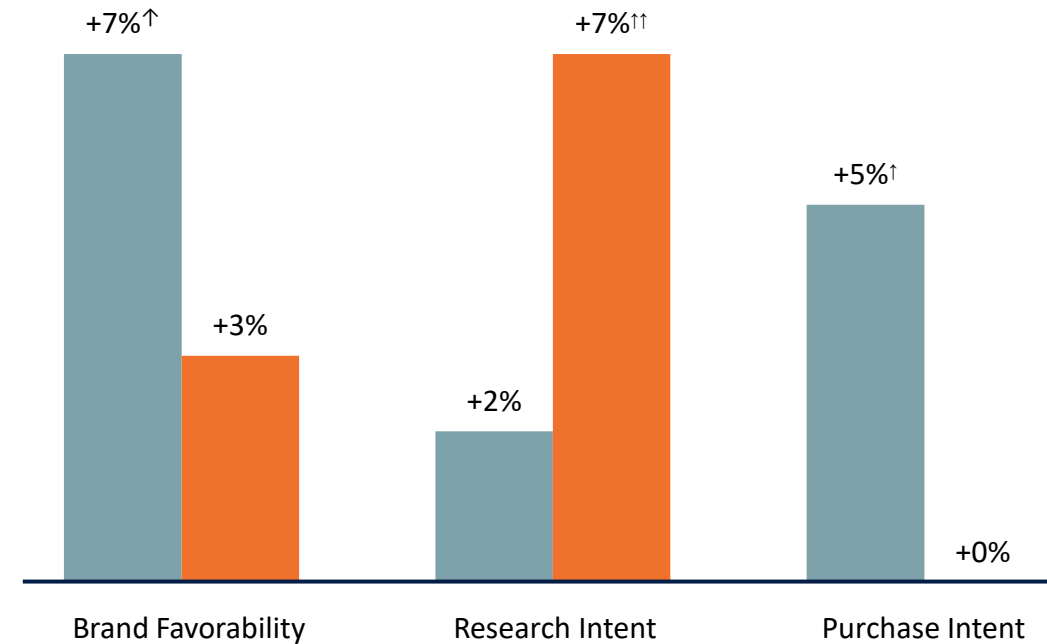


WHILE VIDEO ADS IN NEWS ARE EFFECTIVE, DISPLAY DRIVES CURIOSITY

Impact of Ad Format In Sports & Entertainment News | Delta (Exposed – Control)

■ Video Ad

■ Display Ad



Product Focused Ad, Exposed n= 471, Control n=921; Perception Focused Ad, Exposed n=450, Control n=921

[↑]= significant difference between exposed and control groups at >=90% confidence

^{↑↑}= significant difference between exposed and control groups at >=80% confidence

News: Hard

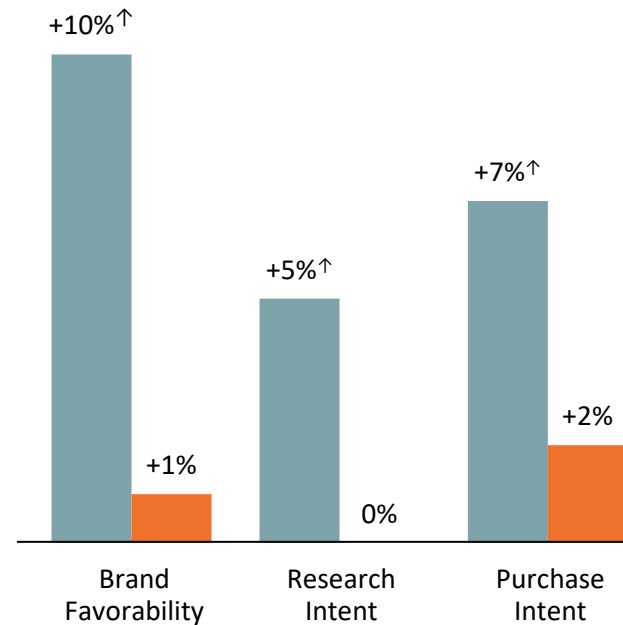


WITH HARD NEWS, DIRECT, TO THE POINT MESSAGING WORKS BEST

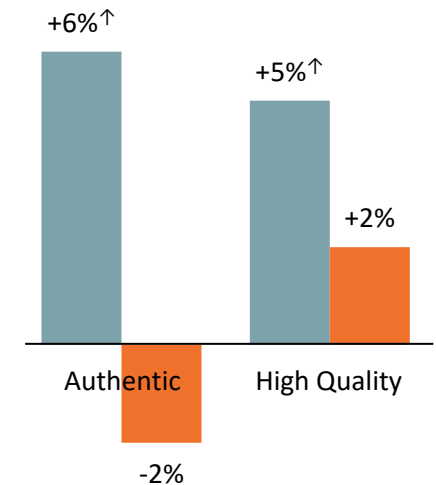
Impact of Creative Strategy in Hard News | Delta (Exposed – Control)

■ Product Ad ■ Perception Ad

Brand Impact...

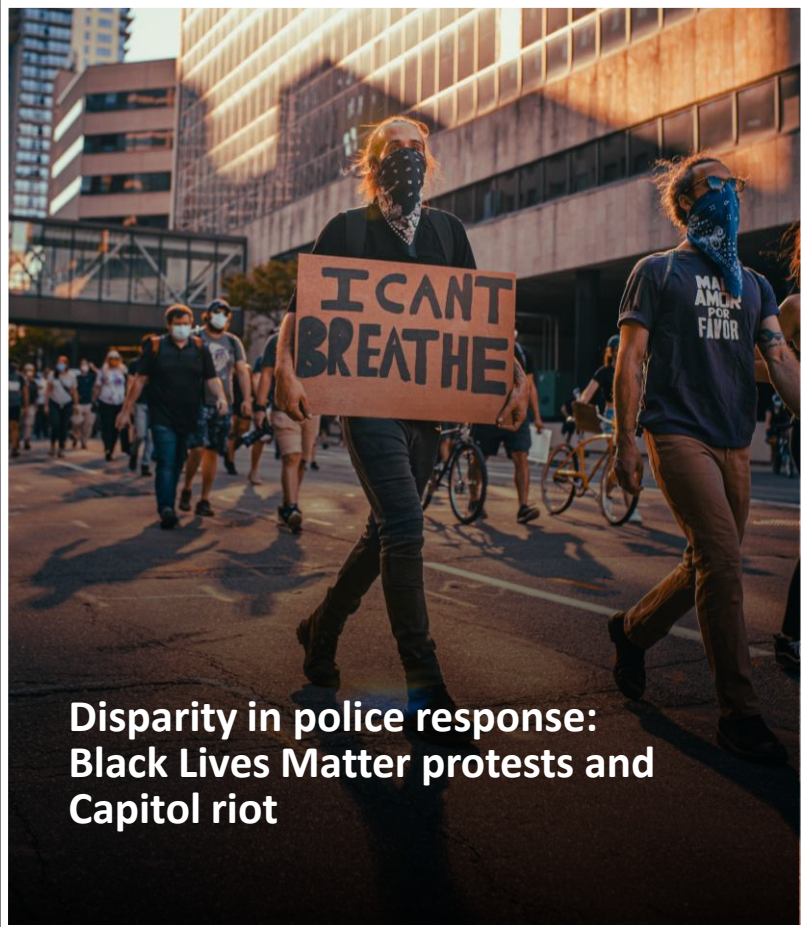


Brand is...



Product Focused Ad, Exposed n= 471, Control n=921; Perception Focused Ad, Exposed n=450, Control n=921
↑= significant difference between exposed and control groups at >=90% confidence

M/GNA Disney

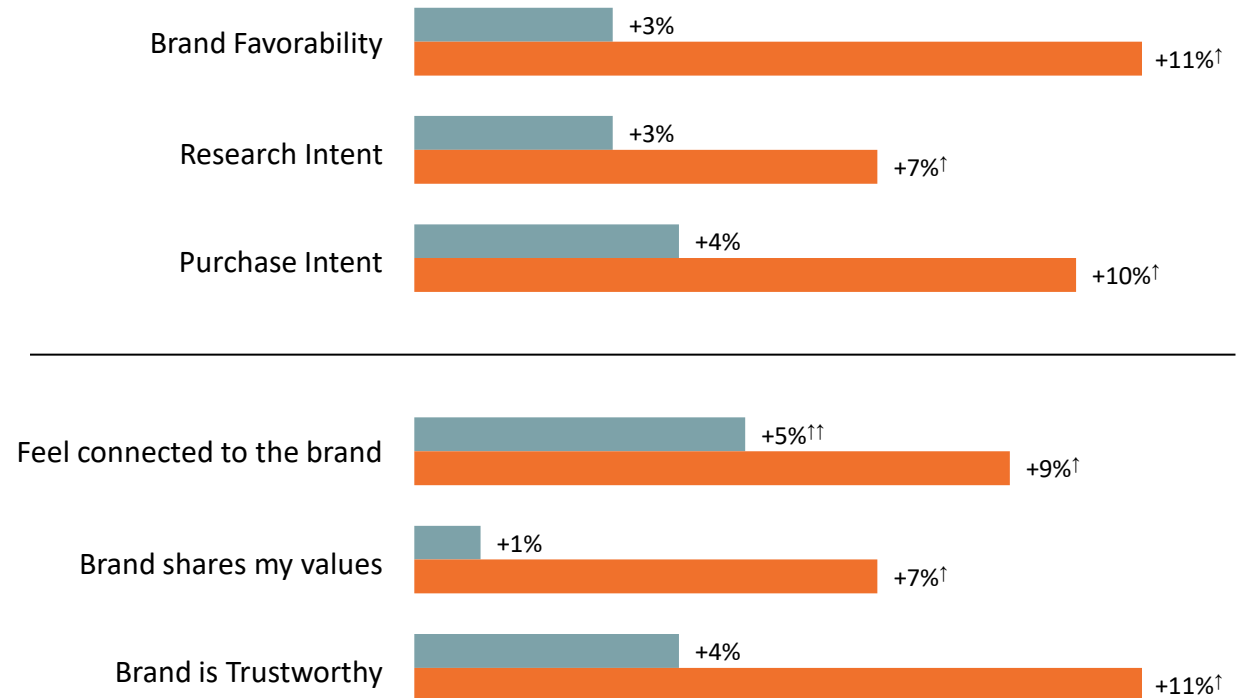


Disparity in police response:
Black Lives Matter protests and
Capitol riot

CONVERSELY, WITH NEWS ABOUT RACE & CULTURE, A STORYTELLING APPROACH WORKS BETTER

Impact of Creative Strategy in Race & Culture News | Delta (Exposed – Control)

■ Product Ad ■ Perception Ad



CONSIDER A MORE THOUGHTFUL APPROACH IN NEWS CATEGORIES

Recommended Creative Strategy Across News Types

	Entertainment	Sports	Human Interest	Race & Culture	Politics	Hard News
Perception Strategy	✓	✓	✓	✓	✓	
Product Strategy	✓	✓	✓			✓



IMPLICATIONS

1

Brands should support quality journalism, recognizing that there is a difference between unsafe content and news on trusted websites

2

Identify and deliver media against reliable news sources to drive better ad effectiveness.
The reliability of the source has more of an impact on ad effectiveness than the news content itself

3

Optimize ad strategies that over index on your marketing goals, as the same ad performs differently across news genres

NEWS

ESSENTIALS

M/GNA Disney

THANK
YOU